

# Declaration, Power of Attorney and Petition

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WE (I) the undersigned inventor(s), hereby declare(s) that:

My residence, post office address and citizenship are as stated below next to my name,

We (I) believe that we are (I am) the original, first and joint (sole) inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention entitled

PAIRED PROMOTION ARCHITECTURE

the specification of which

☒ is attached hereto.

☐ was filed on \_\_\_\_\_ as Docket No: 204779US25

Application Serial No. \_\_\_\_\_

and amended on \_\_\_\_\_.

☐ was filed as PCT international application

Number \_\_\_\_\_

on \_\_\_\_\_,

and was amended under PCT Article 19

on \_\_\_\_\_ (if applicable).

We (I) hereby state that we (I) have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

We (I) acknowledge the duty to disclose information known to be material to the patentability of this application as defined in Section 1.56 of Title 37 Code of Federal Regulations.

We (I) hereby claim foreign priority benefits under 35 U.S.C. § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or PCT International application having a filing date before that of the application on which priority is claimed. Prior Foreign Application(s)

Application No.	Country	Day/Month/Year	Priority Claimed	
_____	_____	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> No
_____	_____	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> No
_____	_____	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> No

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We (I) hereby claim the benefit under Title 35, United States Code, § 119(e) of any United States provisional application(s) listed below.

<u>60/256,324</u>	<u>December 19, 2000</u>
(Application Number)	(Filing Date)
_____	_____
(Application Number)	(Filing Date)

We (I) hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s), or under § 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR § 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application.

Application Serial No.	Filing Date	Status (pending, patented, abandoned)
_____	_____	_____
_____	_____	_____
_____	_____	_____

And we (I) hereby appoint: Norman F. Oblon, Reg. No. 24,618; Marvin J. Spivak, Reg. No. 24,913; C. Irvin McClelland, Reg. No. 21,124; Gregory J. Maier, Reg. No. 25,599; Arthur I. Neustadt, Reg. No. 24,854; Richard D. Kelly, Reg. No. 27,757; James D. Hamilton, Reg. No. 28,421; Eckhard H. Kuesters, Reg. No. 28,870; Robert T. Pous, Reg. No. 29,099; Charles L. Gholz, Reg. No. 26,395; William E. Beaumont, Reg. No. 30,996; Jean-Paul Lavalleye, Reg. No. 31,451; Stephen G. Baxter, Reg. No. 32,884; Richard L. Treanor, Reg. No. 36,379; Steven P. Weihrouch, Reg. No. 32,829; John T. Goolkasian, Reg. No. 26,142; Richard L. Chinn, Reg. No. 34,305; Carl E. Schlier, Reg. No. 34,426; James J. Kulbaski, Reg. No. 34,648; Richard A. Neifeld, Reg. No. 35,299; J. Derek Mason, Reg. No. 35,270; Surinder Sachar, Reg. No. 34,423; Jeffrey B. McIntyre, Reg. No. 36,867; William T. Enos, Reg. No. 33, 128; Michael E. McCabe, Jr., Reg. No. 37, 182; Bradley D. Lytle, Reg. No. 40,073; Michael R. Casey, Reg. No. 40,294; and Robert C. Mattson, Reg. No. 42,850; our (my) attorneys, with full powers of substitution and revocation, to prosecute this application and to transact all business in the Patent Office connected therewith; and we (I) hereby request that all correspondence regarding this application be sent to the firm of OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C., whose Post Office Address is: Fourth Floor, 1755 Jefferson Davis Highway, Arlington, Virginia 22202.

We (I) declare that all statements made herein of our (my) own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Gary M. Katz  
NAME OF SOLE INVENTOR  
X *Gary M. Katz*  
Signature of Inventor

X 3/27/01  
Date

Residence: 3128 Hemlock Lane  
Northbrook, ILL. 60062

Citizen of: United States

Mailing Address: Same As Above

✓

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CATALINA MARKETING

NO. 958

P. 2/5

ATTORNEY DOCKET NO. 200688US  
PIP-69B-KATZ

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

IN RE APPLICATION OF

GARY M. KATZ

GROUP: UNKNOWN

SERIAL NO.: NEW APPLICATION

EXAMINER: UNKNOWN

FILED: HERewith

FOR: PAIRED PROMOTION  
ARCHITECTURE

**DECLARATION OF INVENTOR**

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

SIR:

- (1) On June 8, 1999, I began to work on a project which was then known as "Project Crusade." "Project Crusade" later became known as "Project 121," and dealt with a paired promotion architecture.
- (2) I know that "Project Crusade" had been in existence at least since March 1999.
- (3) The paired promotion architecture project was a project upon which only employees of Catalina Marketing Corporation worked during at least the time period after June 8, 1999.
- (4) I know that Catalina Marketing International, Inc. is a wholly owned subsidiary of Catalina Marketing Corporation.
- (5) I know that, when I began to work on "Project Crusade," William Thurmond was working on that project.
- (6) On June 8, 1999, William Thurmond told me that he had met with representatives (employees) of Kraft Foods, Inc. in April or May of 1999 and discussed "Project Crusade," as illustrated by the attached chart entitled "Project Crusade Proposed Architecture."

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CATALINA MARKETING

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(7) Also on June 8, 1999, I attended a meeting with representatives (employees) of Kraft Foods, Inc. to discuss "Project Crusade." A copy of my notes from this meeting are attached.

(8) I know that on October 25, 1999, a computer-executable version of the paired promotion architecture and coupons were sent to stores and that paired coupons were provided to preselected consumers under a pilot program to test the feasibility of the paired promotion architecture.

(9) I know that selected Kraft employees were aware of the paired promotion architecture pilot program.

(10) I know that, in the paired promotion architecture pilot program, the paired promotion architecture was tested in order to determine the execution feasibility, and later to determine if increased consumer spending on clients' brands resulted.

(11) I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 4/2/01

By: Gary M. Katz  
Gary M. Katz

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